McKinney Monarch Initiative

McKinney, TX

Mayor George Fuller

Pledge Summary

McKinney is a unique city nestled along the northeastern region of Texas with a population of approximately 211,397 residents and growing. McKinney's inherent uniqueness hails from its breathtaking trails to its beautiful parks and serene natural settings that create a unique sense of community. Mayor Fuller is committed to preserving the life cycle and migration of the Monarch butterfly by educating residents on how to create and maintain healthy habitats with the signing of the Mayor's Monarch Pledge.

Action Items Committed for 2024

Communications and Convening

- Engage with gardening leaders and partners (e.g., Master Naturalists, Master Gardeners, Nature Centers, Native Plant Society Chapters , other long-standing and influential community leaders) to support monarch butterfly conservation.
- Issue a proclamation to raise awareness about the decline of the monarch butterfly and the species' need for habitat. This proclamation must incorporate a focus on monarch conservation.
- Engage with city parks and recreation, public works, sustainability, and other relevant staff to identify opportunities to revise and maintain mowing programs and milkweed / native nectar plant planting programs.

Program and Demonstration Gardens

- Host or support a native seed or plant sale, giveaway or swap.
- Display educational signage at monarch gardens and pollinator habitat.
- Plant or maintain a monarch and pollinator-friendly demonstration garden at City Hall or another prominent or culturally significant community location.
- Add or maintain native milkweed and nectar-producing plants in gardens in the community.

Past Pledge Archive

Mayor Name	Program Year	Pledge Date	Achievement
Mayor Bill Cox	2026	2/2/2026	
Mayor Bill Cox	2025	12/12/2024	Signatories
Mayor George Fuller	2024	12/6/2023	Signatories
Mayor George Fuller	2023	3/15/2023	Signatories

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Mayor George Fuller	2022	2/9/2022	Signatories
Mayor George Fuller	2021	4/27/2021	Signatories

Action Items

In total, how many individuals have been reached through the Mayors' Monarch Pledge in your community this year (Jan-Dec)? Please limit your answer to only the number of individuals reached in the answer field below (Enter WHOLE NUMBERS only.).

1263

Of the total number of individuals engaged, how many youth (0-18) were reached through the Mayors' Monarch Pledge in your community this year (Jan. - Dec.)? If none, please write 0." (Enter WHOLE NUMBERS only.)

421

In total, how many acres of monarch habitat have been created in your city in the last 12 months? Please limit your answer to only the number of acres in the answer field below (e.g., 3). Note: 1 acre = roughly the size of a football field.

0.8

Where was the habitat created this year? Example locations may include residences, schools, places of worship, rights-of-way, roadsides, community gardens, shared public spaces, and more.

Habitat creation for monarchs and other pollinators spans a variety of sites across McKinney. Notably, the McKinney Performing Arts Center is a central location, with additional habitats planned in community gardens, schools, parks, rights-of-way, and other shared public spaces. These diverse locations allow us to reach a broad audience and integrate conservation into daily life across the city.

How are you leveraging the Mayors' Monarch Pledge program to engage marginalized communities, such as low-income communities or communities of color?

The upcoming East McKinney Learning Garden, set to open in December 2024, will feature a dedicated monarch waystation to emphasize the importance of pollinator protection. Located in a food desert, this garden focuses on permaculture and sustainable food practices, providing education and resources in East McKinney. Our commitment to the Mayors' Monarch Pledge will help us seamlessly incorporate monarch education into the garden, fostering greater awareness in underrepresented communities.

What was your community's motivation for taking and continuing to work on the Mayors' Monarch Pledge?

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McKinney has a strong commitment to protecting our natural environment, and the Monarch Pledge aligns perfectly with this mission. By championing native plants, we not only support pollinators but also contribute to water conservation and erosion prevention. Monarch symbolism is prominent in our Historic Downtown District, serving as a visible reminder of the city's dedication to conservation and the beauty of our natural heritage.

What resources have been most helpful to you thus far and what new resources would you like to see to help meet your goals? What resources would be useful to help expand equitable engagement in community processes and access to high-quality, usable nature?

Our greatest resource is our community—local educators, volunteers, and organizations are essential partners in supporting monarch and pollinator education. While maintaining a broad environmental focus, having dedicated individuals to champion monarch-specific initiatives has been invaluable. To enhance our efforts, resources that quantify the economic benefits of sustainable practices, like no-mow areas, would provide compelling support for these initiatives. Additionally, fostering greater public demand and interest would accelerate progress toward our conservation goals, further embedding environmental stewardship in the community.

What else should we know about your monarch butterfly conservation efforts over the last year?

Our monarch butterfly conservation efforts this past year have been deeply integrated with broader initiatives, including water conservation and stormwater pollution prevention. We emphasize that protecting pollinators like the monarch supports the health of all beneficial insects and mitigates the impacts of pesticides and fertilizers on our environment. The monarch serves as an accessible and popular symbol for these efforts, helping us connect with the public effectively. By addressing multiple related topics—such as pollinator lifecycles, sustainable gardening, and ecosystem health—we've been able to meet internal goals while also engaging and educating McKinney's citizens. Our community remains highly committed to these initiatives, fostering a positive impact across the board.

Selected Action Items

Display educational signage at monarch gardens and pollinator habitat.

How many garden signs are being displayed and where are they located? (Enter WHOLE NUMBERS only)

Please describe the educational information on the sign(s), and provide any links to externally purchased sign(s).

Issue a proclamation to raise awareness about the decline of the monarch butterfly and the species' need for habitat. This proclamation must incorporate a focus on monarch conservation.

Date of Proclamation:

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September 6th, 2024

Title of Proclamation (i.e. – Monarch Day or Pollinator Week):

Mayors Monarch Pledge Day

Upload a copy of your proclamation.

Monarch Pledge 2024.pdf

Engage with city parks and recreation, public works, sustainability, and other relevant staff to identify opportunities to revise and maintain mowing programs and milkweed / native nectar plant planting programs.

Upload any relevant documents, images, or other attachments related to your effort on this action.

Mapping Wildflowers, P&R, PW.pdf

How many community organizations and groups participated? Please list them below.

McKinney Office of Environmental Sustainability is working with McKinney staff GIS Mapping team, Asset Management (Public Works) and Parks and Recreation Department, McKinney Parks Foundation, Blackland Prairie Texas Master Naturalists

Please describe the extent of engagement with these groups and revisions/maintenance implemented for mowing or planting programs.

The McKinney Office of Environmental Sustainability is collaborating with the McKinney GIS Mapping Team, Asset Management (Public Works), Parks and Recreation Department, McKinney Parks Foundation, and Blackland Prairie Texas Master Naturalists to develop an interactive map showcasing McKinney's greenspaces and grow zones. The Texas Master Naturalists and McKinney Parks Foundation also host public workdays in these grow zones, supporting the maintenance of native habitats for wildlife and pollinators. Our next steps include finalizing the map and partnering with Code Enforcement to establish a home recognition program, highlighting residences that maintain wildlife habitats and pollinator-friendly gardens.

Engage with gardening leaders and partners (e.g., Master Naturalists, Master Gardeners, Nature Centers, Native Plant Society Chapters , other long-standing and influential community leaders) to support monarch butterfly conservation.

Upload any relevant documents, images, or other attachments related to your effort on this action.

10.23.24 Wings of Change NPSOT, BPTMN.jpg

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Upload any relevant documents, images, or other attachments related to your effort on this action.

10.22.24 Green Mind, BPTMN (2).JPG

Upload any relevant documents, images, or other attachments related to your effort on this action.

10.05.24 Prairie in Seed, BPTMN (1).jpg

Upload any relevant documents, images, or other attachments related to your effort on this action.

10.05.24 Prairie in Seed, BPTMN (2).jpg

Upload any relevant documents, images, or other attachments related to your effort on this action.

10.04.24 Green Thumb, BPTMN.jpg

Upload any relevant documents, images, or other attachments related to your effort on this action.

06.22.24 MPF, EMLG, Green Gardens.jpg

Upload any relevant documents, images, or other attachments related to your effort on this action.

05.22.2024 Plant Rescue BPTMN, TCA.jpeg

Upload any relevant documents, images, or other attachments related to your effort on this action.

05.18.24 Plant Rescue, BPTMN, TCA.jpg

Upload any relevant documents, images, or other attachments related to your effort on this action.

05.07.24 Beneficial Native, TNC.jpg

Upload any relevant documents, images, or other attachments related to your effort on this action.

04.16.24 MHS Garden Club BPTMN.jpg

Upload any relevant documents, images, or other attachments related to your effort on this action.

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03.23.24 Webb Garden EMLG, BPTMN, MPF.jpg

How many community organizations and groups participated? Please list them below.

The Nature Conservancy, Blackland Prairie Texas Master Naturalists, Native Plant Society of Texas, Collin County Master Gardeners, McKinney Parks Foundation, East McKinney Learning Garden, Texas Conservation Alliance

Please describe the extent of engagement with these groups and their monarch butterfly conservation efforts.

Hosting Public Classes Including: Beneficial Native Plant Landscaping, Growing a Green Mind, Growing a Green Thumb, Wings of Change | Nature's Tapestry Hosting Public Tours: Prairie in Seed Hosting Volunteer Workdays including: Plant Rescues (partnering with neighboring municipality Prosper), Erwin Park Workdays every Monday, second Saturday workdays at McKinney Green Gardens

Host or support a native seed or plant sale, giveaway or swap.

Upload any relevant documents, images, or other attachments related to your effort on this action.

Plant & Seed Swap.JPEG

How many plants were sold and/or given away at your event? (Enter WHOLE NUMBERS only)

200

How many people attended your event? (Enter WHOLE NUMBERS only)

147

What community organizations, groups, or leaders (if any) did you partner with or engage to host the event?

John & Judy Gay Public Library, McKinney Gardening Club, East McKinney Learning Garden, Collin County Master Gardeners

Plant or maintain a monarch and pollinator-friendly demonstration garden at City Hall or another prominent or culturally significant community location.

Upload any relevant documents, images, or other attachments related to your effort on this action.

Monarch Certificate.pdf

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Upload any relevant documents, images, or other attachments related to your effort on this action.

IMG_3823.jpg

Upload any relevant documents, images, or other attachments related to your effort on this action.

IMG_3824 (1).jpg

Upload any relevant documents, images, or other attachments related to your effort on this action.

IMG_3789.jpg

Upload any relevant documents, images, or other attachments related to your effort on this action.

IMG_3786.jpg

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IMG_0199.JPEG

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IMG_2760.jpg

Upload any relevant documents, images, or other attachments related to your effort on this action.

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Upload any relevant documents, images, or other attachments related to your effort on this action.

Monarch Way Stations MPAC 2024 (5).pdf

Where is the demonstration garden located and how does this location relate to the cultural significance of the monarch (if relevant)? (Please provide an address or coordinates, if possible)

The McKinney Performing Arts Center at 111 N Tennessee St, McKinney, TX 75069 Four Corners are now Monarch Waystations as recognized by Carol Clark of the Native Plant Society of Texas 'Bring Back the Monarchs' Chair Member. The MPAC was built in 1872, and historically was the Collin County Courthouse and is the heart of the Downtown.

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What community organizations, groups, or leaders (if any) did you partner with or engage to complete this effort?

Native Plant Society of Texas, Blackland Prairie Texas Master Naturalist, McKinney Performing Arts Center, McKinney Parks and Recreation, Heard Natural Science Museum

What is the size of the demonstration garden (in acres)? Please limit your answer to only the number of acres in the answer field below (e.g., 0.5 acres). For reference, 1 acre = 43,560 square feet and is about the size of a football field without the end zones. Note: 1 acre = roughly the size of a football field.

.08

Add or maintain native milkweed and nectar-producing plants in gardens in the community.

Upload any relevant documents, images, or other attachments related to your effort on this action.

McKinney Green Gardens Project Proposal 2024.pdf

Upload any relevant documents, images, or other attachments related to your effort on this action.

10.22.24 Green Mind, BPTMN (2).JPG

Upload any relevant documents, images, or other attachments related to your effort on this action.

SecondSaturdayWorkday-Fall2024_flyer.pdf

What community organizations, groups, or leaders (if any) did you partner with or engage to complete this effort?

Blackland Prairie Texas Master Naturalists, Native Plant Society of Texas, Parks & Rec of McKinney, Home Depot, McKinney Parks Foundation

How many plants were planted? (Enter WHOLE NUMBERS only)

40

Please describe your effort in completing this action.

As the coordinator for McKinney Green Gardens, I led key projects to promote native plant conservation this year. We established the Four Corner Monarch Waystations, now recognized as vital pollinator habitats, and organized a ‘Plant Rescue,’ relocating native plants from a construction site to McKinney Green Gardens. Additionally, a dedicated

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volunteer from the local Master Naturalists' Grow-Out Team and generous donations from a local Home Depot contributed significantly to these efforts, further supporting our mission to enhance McKinney's green spaces.

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